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A National Newspaper for Every Branch of the Industry

Automotive Daily News

CARS · SHOP EQUIPMENT · TRUCKS · AVIATION · PARTS · ACCESSORIES · TIRES

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N. S. P. A. Opens Annual Exhibit in Detroit

FIRST REVISIONS MADE IN TARIFF ON CARS STAND

No Further Changes in Bill Are Thought Likely

By FRANCIS P. DAILY

WASHINGTON, Nov. 11.—With the regular session of Congress due to open three weeks from today, the tariff bill is far from completed, with a growing uncertainty that the measure may be either hacked to pieces eventually or die a natural death.

From the standpoint of the automotive industry, the fate of the bill encompasses the Senate's approval without a record vote of the reduction in the duty on passenger cars and motorcycles from 25 to 10 per cent., as recommended by the Finance Committee, the amendment retaining a duty of 25 per cent. on trucks and buses.

While the Democratic-Western Republican coalition, which acquiesced in this change, continues to overturn regular Republicans on a number of smaller items, it is the consensus at the capitol

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FORD MOVING INTO NEW LONG BEACH, CAL., PLANT

Long Beach, Cal., Nov. 11.—Units of the Ford Motor Company are now moving into the assembly plant the company is erecting in Long Beach Harbor. Machinery is en route to Long Beach by rail, and one carload of equipment is now being unloaded.

By January 1 office clerks will move here from Los Angeles and this force will gradually be augmented until the plant is under full operation, about March 1.

TRANSPORTATION MEN GATHER IN TORONTO FOR S. A. E. MEETING

Toronto, Ont., Nov. 11.—Approximately 400 engineers and transportation men from the United States and Canada were arriving here today for the transportation meeting of the Society of Automotive Engineers which opens at the Royal York Hotel here tomorrow.

All phases of transportation will be discussed during the next four days, so that engineers drawing on the actual experiences of the users of transportation equipment may be assisted in determining future policies in manufacture of such equipment. In addition to a discussion of manufacturing policies, the meeting will also take up problems in freight and passenger handling, costs, legislation and regulation.

At a meeting of the motor coach division tomorrow morning the following papers will be presented: "The Trend of Motor Coach Design," by F. R. Fageol, Twin Coach Company; "Application of Motor Transport to the Movement of Passengers," F. C. Horner, General Motors Corporation; "Motor Coach Design from the Operators' Standpoint," Dwight E. Austin, Pickwick Nite Coach Corporation.

The afternoon session will be given over to a discussion of bodies, with the following papers: "Motor Coach Body Construction," E. O. Dalzell, Bender Body Company, and William Naegel, Lang Body Company; "Motor Truck Body Construction," John Walker, International Motor Company, and Samuel Simon, FitzGibbon and Crisp, Inc. These papers will be supplemented by prepared discussion.

(Complete reports of papers delivered and developments at the various sessions of the S. A. E. transportation meeting will be published in the Automotive Daily News from day to day this week.)

CHEVROLET'S JANESVILLE PLANT DOWN FOR INVENTORY

Janesville, Wis., Nov. 11.—The plant of the Chevrolet Motor Company here closed at the end of last week for its annual inventory, it was announced today by Ellery Wright, general manager. The three-week shut-down is anticipated. For the past month the factory has been running on the basis of four days a week.

GENERAL BUSINESS MEETING SESSION SLATED FOR TODAY

Chalfant Expects Attendance to Pass 7,000 During Week

Special from A. D. N. Detroit Bureau

DETROIT, Nov. 11.—At 10 o'clock this morning Convention Hall was thrown open and the army of delegates to the National Standard Parts Association convention swarmed into the exhibition hall to view the newest offerings in the parts and equipment division of the industry.

Ned Chalfant, executive vice-president of the organization, expects final registration figures to top 7,000, which would make this the banner convention from the attendance point of view. All Detroit's hotels are crowded with N. S. P. A. delegates and enthusiasm seems to rule the gatherings that are to be found in all the lobbies and other meeting places.

At the Old Timers' dinner on Sunday, L. T. White, past president, acted as toastmaster. Instead

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BUICK CLAIMS 42% OF SALES IN PRICE CLASS

Flint, Mich., Nov. 11.—The Buick Motor Company now is selling 42 per cent. of all the cars in its price class, C. W. Churchill, general sales manager, has announced following a study of reports for the three months ended November 1.

"It is extremely gratifying to learn from the most recent reports that public acceptance of the 1930 Buick line of automobiles has not only maintained Buick's position of leadership in the fine car field, but has increased its sales percentage to 42 per cent. of the entire price class," says Mr. Churchill.

Mr. Churchill attributes the increase in Buick's sales percentage to the unusual popularity of the 1930 models, which has brought into the Buick column many purchasers who heretofore have owned and driven other makes, and to the loyalty of those who have been Buick owners.

CHARLOTTE MAN JOINS NEW G. M. SUBSIDIARY

Charlotte, N. C., Nov. 11 (UTPS).—J. P. Harris has been appointed to a position on the general staff of the Motors Holding Corporation, a new subsidiary of General Motors Corporation, it was announced here today. Mr. Harris is preparing to move to New York, the headquarters of the concern.

Mr. Harris has been identified with the automotive trade in the state for a number of years, and he has had considerable experience in the departments of finance, wholesale and retail distribution and sales. He is a director of the National Automobile Dealers' Association, a past president of the Charlotte Automobile Dealers' Association and a former president of the North Carolina Automobile Trade Association.

ADDRESSES N. S. P. A. TODAY

W. E. McILROY

FRANKLIN THIS YEAR DOUBLES EXPORT SALES

Syracuse, N. Y., Nov. 11.—Export sales of Franklin automobiles were more than doubled this year over last year, according to L. B. Benham, export manager of the Franklin Automobile Company, who has just returned from a European trip, during which he visited the Paris and London salons and presided at meetings of his company's distributors. Mr. Benham noted a widespread increase in interest in American motor cars on the part of Europeans, and said that the principle of air-cooling as adopted by Franklin has been accorded wide recognition by European car buyers.

"We have perfected a splendid dealer organization in Europe," Mr. Benham said, "having appointed nine new distributors since last year. Moreover, our car is the first full-sized, air-cooled automobile to be introduced abroad, and the air-cooled principle has been very favorably received. Furthermore, American cars abroad are today a real factor, and American automobiles are setting the style. That this is so may be proved by the influence of American automobile design on various foreign cars."

MORE THAN 2,000 TIRE DEALERS AT N. T. D. A. SESSIONS

Convention at Chicago Draws Seventy Exhibitors

By WALTER BERMINGHAM

CHICAGO, Nov. 11.—More than 2,000 tire dealers from all over the country assembled here today for the opening of the tenth convention of the National Tire Dealers' Association, Inc. The delegates will be kept busy during the next four days with a program of meetings that should develop much of good for the members.

Incidental to the convention there is a special display at the Hotel Sherman, where all of the business sessions are to be held. More than seventy spaces have been assigned.

At the opening session this morning Col. Eva occupied the chair. Announcements were made by H. A. Ruhnke, general chairman of the national convention committee, and N. P. Trimborn, executive secretary of the Truck Tire Dealers' Association of Chicago, gave a talk on "With Our Exhibitors and Advertisers." The Truck Tire Dealers' Division held a meeting this morning.

At the afternoon session today Thomas Barbee, who is president of the L. & L. Tire and Battery Company, and secretary of the National Tire Dealers' Association, presided. Talks were made by Ward S. Perry, president of the Vesta Battery Corporation, Chicago; N. P. Trimborn, C. H. Wilson, manager, battery department, All Weather Tire and Supply Company, Chicago, and E. V. Hennecke, vice-president in charge of sales of the Cooper Cor-

(Continued on Page 9)

Sales Record at Opening of Chicago Automobile Salon

CHICAGO, Nov. 11.—Opening days of the automobile salon at the Drake Hotel would indicate that the exposition will result in numerous sales of de luxe cars. In fact, several transactions have been reported as a record for the early period of the show. There are more than 100 custom cars on display. Prices range up to more than $25,000.

Derham of Philadelphia is showing a convertible roadster on a Stutz chassis with unusually wide doors. It was one of the earlier Derhams, by the way, who made George Washington's inaugural coach.

The most radical innovations in body design have been made possible by the Ruxton & Cord, new front-wheel drive cars. The mechanical design of these products has made it possible for the carrossiers to set on them bodies as long and low as a dachshund. The Ruxton has abandoned the running board, one stepping from the pavement to the floor of the car.

Cadillac and La Salle Fleetwoods make use of some striking blues and rich reds, mostly on sport models. Brown is used more than ever, largely in the darker shades. Deep bottle green is next in numbers, and black is popular.

There are the usual novelty finishes. Rolls-Royce and Brewster are showing a new one with the entire car done in gunmetal. Several cars are covered with leather fabrics, although this is more popular abroad than in America. Murphy has done such a job on a Stutz chassis in black. The interior is a blend of wood, leather and fabric in a rich silver gray.

Upholstery, too, follows the conservative lines. Plain broadcloth and whip cord are prime favorites, though in lighter shades than were formerly used. Where richer tapestries and brocades are used, the tones are unusually dark.

The modernistic influence found in other decorative arts is almost

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La France-Republic Adds New 1-Ton Truck at $990

ALMA, Mich., Nov. 11. — La-France-Republic has entered the one-ton truck field with a 6,000-pound straight rating truck listing at $990, according to an announcement by F. L. Pierce, vice-president. This new truck, which is an addition to the Republic line, has been designated as Model A-1. Deliveries will start approximately November 20.

Outstanding features of Republic Model A-1 are given as follows: A 58-horse power, six-cylinder, truck-type engine; four-speed, heavy duty gear set; four wheel hydraulic internal expanding brakes; six-inch frame; bevel gear rear axle; 132-inch wheel base; balloon front tires—truck-type rear tires; generous road clearance; low center of gravity; easy steering; metal spoke wheels; speed; acceleration; operating economy.

Important improvements have been made in the appearance of Model A-1, greatly enhancing the attractiveness of this new Republic. The front fenders sweep gracefully to the running board. The radiator shell is narrower and deeper. The bowl-type headlights have an eleven-inch lens with chromium plated rims. The hood louvers are set at a vertical slant instead of being horizontal.

Detailed specifications are as follows:—

Bore and Stroke—2⅞in x 4⅜ inch.
Engine—6-cylinder, L head, re-

(Continued on Page 11)

BUDD DOOR PLANT SETS NEW RECORD FOR OUTPUT

Philadelphia, Nov. 11.—The door plant of the Edward G. Budd Manufacturing Company of Philadelphia and Detroit produced 1,809,532 automobile doors during the first ten months, according to an official announcement. This compares with a production of 1,108,116 doors during the corresponding period last year. The October production totaled 155,800 doors, as against 94,490 for October 1928.

Car Schedule in Tariff Measure Likely to Stand

(Continued from Page 1)

that the automotive schedule in the bill will remain undisturbed.

As the automotive industry is one of a few American manufacturing industries which is not making a fight to "jack up" rates, there need be no apprehension as to the outcome of the proposed reduction from 25 to 10 per cent. in the rate, in the event a tariff bill is finally enacted.

In fact, it is pointed out the automotive industry may feel reasonably less concerned about the fate of the tariff than most any other large industry, as it has nothing of low major proportions to win or lose, except in the future of the countervailing duties as applied to American cars in foreign lands.

The amendment to the new tariff bill, as adopted by the Senate, provides for a duty of 25 per cent. ad valorem on trucks valued at $1,000 or more, truck and motor bus chassis valued at $750 or more, automobile truck bodies valued at $250 or more, motor buses designed for carrying more than ten persons, and bodies for such, whether finished or unfinished.

All other automobiles, automobile chassis and automobile bodies and motorcycles would incur a duty of 10 per cent. A duty of 25 per cent. would apply to parts, except tires and parts wholly or in chief value of glass.

The countervaling amendment, as adopted, provides that if any country imposes a duty on any article specified in the automotive schedule, when imported from the United States, in excess of the American duty, "there shall be imposed on such article, when imported, directly or indirectly from such country, a duty equal to that imposed by such country on such article imported from the United States, but in no case shall such duty exceed 50 per cent. ad valorem."

In the Senate debate on the automotive schedule, Senator Reed of Pennsylvania explained, in answer to a question of Senator Connally of Texas, that the new duty does not apply to automobiles of returning tourists.

MARMON TO EXPAND EUROPEAN MARKET

New York, Nov. 11.—Marmon Motor Car Company plans to create for its new straight eight models the biggest European market the company has ever enjoyed, according to H. L. Purdy, vice-president, as he sailed on the Ile de France.

H. L. Purdy

Mr. Purdy will be abroad several months studying the European automotive situation. He will devote some time conferring with banking interests in several countries abroad with the view of stabilizing the motor market there.

Regarding the effect of the stock market depression on automobile sales, Purdy expressed the opinion that the purchasing power of the average person would not be changed greatly over the next six months period.

JOHNSON MOTOR CO. GIVES PENN YAN BIG BOAT ORDER

Penn Yan, N. Y., Nov. 11.—In order to handle the contract for boats totaling more than a million and a half dollars given by the Johnson Motor Company of Waukegan, Ill., to the Penn Yan Boat Company, the latter concern will float a $100,000 stock issue, which has been taken by eighty Penn Yan citizens.

This money will provide means for handling the contracts, deliveries on which must begin January 1, 1930. A new building costing $111,000 will be completed within thirty days.

A. F. CONNOLLY RETURNS

New York, Nov. 11.—Arthur F. Connolly, vice-president of Millsco Agency, Inc., New York, N. Y., returned on the Aquitania, Friday, from a two-month trip through Europe, where he was engaged in field work in the interests of Millsco clients.

SPARKS from DETROIT

Charles H. Davis, N. A. P. A.

* * *

Armistice Day

* * *

Stock Market Note

Fred Kingsbury—Detroit Editor

CHARLES H. DAVIS, executive secretary of the National Automotive Parts Association, has been one of the busiest men in Detroit this week, looking after the affairs of the fifth annual convention of his association. As usual, this association has concentrated on business sessions, making plans for the coming year and its members exchanging ideas on various subjects.

Mr. Davis, always affable, called the attention of the writer to the various exhibits in the ballroom of the Hotel Statler and stressed the point that the conventions of his association are for strictly business purposes and that attendance at all the sessions had been 100 per cent., which speaks well for the excellent manner in which he has been conducting the affairs of the organization.

* * *

GREAT preparations were made in Detroit to celebrate Armistice Day in a proper manner. Nearly all of the automobile men are veterans of the World War and they were busy all day celebrating. A number of organizations made plans to go to Canada to help their Canadian brothers observe the event, and that dinner reservations at hotels in Windsor, Ont., just across the river from Detroit, were exceptionally heavy.

Then, too, the Ambassador Bridge, the first structure over the Detroit River, was dedicated on that day, although it will not be open to the public until several days later, due to the fact that a sufficient number of customs officers will not be available.

Business between the Canadian city of Windsor and Detroit is gaining by leaps and bounds at the present time and, with the opening of a new tunnel under the Detroit River next year, conditions will still further improve.

* * *

HARRY KLINE, of Continental Motors, says that the thousands of speculators who were wiped out in the stock market crash recently have opened the door to many small lot investors and, while the wiped out people may not be in the market for new automobiles the coming spring months, a new crop may by that time have benefitted by the misfortunes of the others to such a great extent they will be new automobile buyers.

* * *

ROBERT MacFEE, of the National Standard Parts Association, was one of the busiest men in the automotive field last week, arranging for the show and convention of the organization, which opened in Convention Hall yesterday.

The parts business is growing by leaps and bounds, according to recent investigations. A great many of the automotive parts manufacturers have also entered the aviation parts business and this end of the business is growing at a rapid rate. Then, too, motor car manufacturers are buying more parts with which to build their units.

* * *

WE'LL let you in on a little secret. Walter MacLain, who looks after publicity and many other things over at the Hupmobile plant, is going to be married. He has not said much about it, but we learned today that he is going to marry a girl from Dayton, O., and the event will take place in the near future.

Mr. MacLain is very popular in Detroit. He came to this city a number of years ago from Willys-Overland, down in Toledo.

S. A. E. ORDNANCE GROUP TO MEET NOV. 18 TO 20

Washington, Nov. 11.—The annual meeting of the ordnance advisory committee of the Society of Automotive Engineers will be held in the Engineering Building, New York city, November 18, 19 and 20 next, under a call announced today by its chairman, Lieut. Col. A. F. Masury.

The first two days will be devoted to visits to the plants of the International Motor Company in the vicinity of New York city and at Allentown, Pa., and to other industrial plants of interest to the committee.

Two Congenial Spirits . . .

NEW DEPARTURE'S success was not born with a silver spoon in its mouth. It was Saturday's child and had to work for a living. ¶ New Departure has eastern traditions of quality craftsmanship, and western ideals of progress, and the spirit of daring to do new and better things. ¶ It was natural, then, that Chrysler Motors, with its modern progressive spirit, should look to New Departure for the ball bearings to support the transmission of its De Soto Six. ¶ There, if ever, dependable operation is essential — and modern engineering recognizes the natural law that *nothing rolls like a ball.* ¶ The New Departure Mfg. Co., Bristol, Conn.

NEW DEPARTURE BALL BEARINGS

Gemmer steering helps sell your cars

MOTORISTS today are conscious of control. They are demanding easier steering than ever before. That is where salesmen who sell cars equipped with steering by Gemmer have a real selling advantage—for Gemmer-steered cars can be matched in steering ease only by other Gemmer-steered cars.

GEMMER MANUFACTURING COMPANY
Detroit, Michigan

GEMMER

"SMOOTHER STEERED WHEN GEMMER GEARED"

News of Activities in the Truck and Bus Field

TEXAS CONTROLS EXPRESS AGENTS

AUSTIN, TEX., Nov. 11.—A motor transport company, organized for the purpose of transporting different kinds of property, money, papers and packages over existing transportation lines, is an express company, and as such comes under the regulation of the Railroad Commission, according to an opinion given the Texas Railroad Commission by Assistant Attorney General Jack Blalock.

In the case on which the opinion was rendered, the Texas & Pacific Motor Transportation Company stated that it owned no motor or other equipment used in the transportation of property, but proposed to employ other transportation companies and agencies to carry out its contracts made with the public to transport commodities.

The organization contended that the Railroad Commission of Texas has no jurisdiction over either the rates the company shall charge or the services it shall render.

J. W. DEAN HONORED AT TESTIMONIAL DINNER

New York, Nov. 11.—A bachelor and testimonial dinner was tendered at the Hotel Commodore here Saturday night to John W. Dean, production manager of the Hahn-Selden Truck Company, Allentown, Pa. The dinner was arranged by friends of Mr. Dean, who is to be married in the near future, and marked his retirement from the Hahn-Selden Company.

A feature of the dinner was the presentation of a valuable cash wedding gift, which had been contributed by fellow workers and friends who have been associated with Mr. Dean in his work with the Selden Truck Corporation and later with the Hahn-Selden Company.

Among those present were: G. A. Lawson, treasurer, Jamestown Metal Engineering Company, Jamestown, N. Y.; E. Frank, material manager, Hahn-Selden Truck Company; S. B. Siskin, Elmira, N. Y.; Roy Walker, Curtis Publishing Company, Philadelphia, Pa.; J. Alex Wilson, vice-president Beckwith Chandler Company, paint manufacturers, Newark, N. J.; William B. Edwards, sales manager, Harrisburg Stanley Spring Company, Harrisburg, Pa.; David Sternberger, president, Selden-Sales and Service, Long Island City, N. Y.; A. J. Dillon, director of purchase, Hahn-Selden Truck Company; B. F. Barker, president Harrisburg Stanley Spring Company, Harrisburg, Pa.; H. E. Zimmerman, 80 Wall St., New York, former president of Selden Truck Corporation.

D. R. Baird, sales manager Continental Motors Corporation, Detroit; J. H. Bellom, D. W. sales manager Selden Truck Corporation, New York city; F. L. Kavanaugh, D. W. sales manager Selden Truck Corporation, Waterford, N. Y.; A. C. Commando, lawyer, Cortland, N. Y.; Eddy Zeiger, Beekman Hill Garage, New York city; Max Stocht, Beekman Transportation Company, New York city; John Klingman, New York city; Roger H. Castler, Westinghouse Air Brake Company, New York city; B. H. Scott, sales manager Erie Malleable Iron Company, Erie, Pa.; R. E. Marston, chief engineer Hahn-Selden Truck Corporation.

Isadore Morrison, general manager Morrison Steel Products Company, Buffalo, N. Y.; Joseph Bozzol, Beckwith-Chandler Company, Newark, N. J.; W. I. Drumpilmann, assistant sales manager Bragg-Kliesrath Corporation, Long Island City; A. Vance Howe, Westinghouse Air Brake Company, New York city, and G. I. Bundy, sales engineer, Electric Auto-Lite Company, Toledo, O.

OFENLOCH VICE-PRESIDENT OF WARD-LA FRANCE CO.

New York, Nov. 11.—H. P. Ofenloch, sales manager of the New York branch of the Federal Motor Truck Company, announces his resignation from that post to become vice-president in charge of sales for the Ward-La France Company of Elmira, N. Y., with his headquarters at the Long Island City branch of the company.

Mr. Ofenloch has been with the Federal Truck Company for the last ten years and is well known throughout the motor truck industry.

New Heavy Duty Mack Model BC Truck

MACK MODEL BC heavy duty truck, announced by the Mack-International Motors Corporation, is shown above. A description of this new model appeared in the November 9 issue of the Automotive Daily News

I. H. C. TRUCK DELIVERIES ARE HEAVY IN INDIANA

Evansville, Ind., Nov. 11.—Wholesale and retail demand in the Evansville district for International trucks has developed deliveries of heavy proportions, according to A. L. Weiller, assistant manager local branch International Harvester Company. In the past week four carloads of sixteen trucks have been delivered to each of four dealers in Owensboro and Morgantown, Ky.; Princeton and Washington, Ind.

A fleet of five International trucks with special bottlers' bodies made a single order just delivered to a local bottling concern. Orders for four and for two steel dump body models went to two contracting companies of nearby towns.

Oklahoma City, Nov. 11.—Samuel D. Braden former regional fleet sales manager for Chevrolet Motor Company, has been named sales manager of Greenlease-Moore Chevrolet Company, Oklahoma City. R. L. Cargill, salesmanager, is promoted to assistant general manager under W. H. Fraser.

Why 98%

of bus and truck manufacturers in the United States

supply B-K Vacuum Brakes

as standard or optional equipment on some or all of their models

When such an overwhelming proportion of vehicle makers thus testify to the advantages of B-K Vacuum Brakes—there must be some very good reasons. And there are.

To begin with, there can no longer be any question of the need for power brakes. Higher speeds, better roads, congested traffic, heavier loads—all these demand a degree of safety above and beyond anything possible with foot-pressure brakes.

Among all types of power brakes, B-K Vacuum Brakes stand supreme in operation and reliability. They were developed specifically for motor vehicles; they are not an adaptation of some other form of brake. They are more efficient, more economical, and more dependable.

B-K Vacuum Brakes not only multiply many times over the pressure of the driver's foot on the brake pedal, but they give a smooth, evenly-distributed application of the brakes that results in quick, safe, certain stopping. By means of a controlling dial on the instrument board, they may be made adjustable for dry streets, rain, snow, or ice or for better brake control of heavy or light loads.

They fit into your present brake hook-up without any changes in chassis. There are no pumps to maintain pressure or to take power from the engine. There is no operating cost of any sort.

The power that operates B-K Vacuum Brakes—engine vacuum—is always present, always ready, whenever the engine is running. And, as you know, it is at its greatest at closed throttle—when brakes are applied. Further, as a double safeguard, the regular operation and force of the foot brakes is always available.

We shall be pleased to give you facts and figures and to tell you more about the decided advantages of B-K Vacuum Brakes for quicker, better braking.

BK VACUUM BRAKES

Bragg-Kliesrath Corporation

QUEENS BLVD. AND HAROLD AVE.

LONG ISLAND CITY, N. Y.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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October Production

ANNOUNCEMENT of the preliminary figures on October production by the automobile industry indicates a total somewhat higher than we had been expecting. The National Automobile Chamber of Commerce estimates the month's output at 400,000 vehicle units. Revision of this estimate will be made by the government experts in Washington, and, while the final figures may reduce those of the estimate, it is interesting to note that usually the final revision increases it. The 400,000 estimated production this year compares with 415,000 for the same month in 1928.

Taking the October estimate, we find that production for the ten months of 1929 has been 5,271,324. Previous estimates have placed the total output for 1929 at 5,600,000. If our figures are reasonably accurate for October, we have only about 160,000 units to go during November and December to reach the estimated total.

While it is scarcely probable that the industry will cut itself down to a production schedule of 80,000 vehicle units per month for two months, nevertheless there will undoubtedly be a drastic cut under the levels of previous months this year.

Two months of comparative easing off will give dealers generally a chance to clear away stocks which they have on hand and prepare for new models. It is generally conceded that dealers' stocks are somewhat heavier than they were last year. There is a perfectly natural reason for this, however. There are today a larger number of body models being offered by all the manufacturers than there were last year. As a matter of fact, there are more than 700 distinct body models on the sales lists. Furthermore, there are many more color combinations than was the case last year. This means that dealers have to keep on hand more vehicles to meet the divergence of public demand. There is nothing alarming in the item of dealer stocks; nothing that cannot be cleared up by the end of the year.

The used car situation is not so healthy. Some dealers undoubtedly have very considerable stocks of used cars on their hands. The season of the year is not propitious for the sale of second-hand vehicles, and there are going to be losses in this field. It is to be noted that the manufacturing division of the industry today is closer to the dealer division than it ever has been. This is the encouraging factor in the situation.

Ford Stock

FOR some time there have been various nebulous rumors to the effect that Henry Ford was considering the placing of an issue of stock on the open market for public acquisition. Such stories have been widely circulated in Detroit and have found credence among a good many well informed people. Wall Street has heard the yarn in various forms and some optimists there have been glad to believe it true.

Of course, no man but Henry Ford can tell exactly what he intends to do, but logic, human nature and almost everything else is against the rumor. In the first place the Ford Motor Company is the beginning and the end of Henry Ford's life; his other activities are merely incidental. Mr. Ford takes the utmost pride in the organization he has built up and in its accomplishments. For years Henry Ford worked to eliminate all other stockholders from the company. Would he turn around now and invite thousands of new stockholders to plague him with their demands and interference?

Again, even if Henry Ford were not one of the world's foremost individualists, what could he do with money better than to keep it in the Ford Motor Company? What other investment could he make that would pay him the dividends his own company does?

No, we are afraid that the rumor mongers have got off on the wrong foot again.

Financial News of Industry

KULAS SEES STOCK BREAK AS BENEFIT TO BUSINESS

Cleveland, Nov. 11.—The recent stock market break has removed the uncertainty of excessive speculation and tight credit, and thus has helped to lay the basis for solid business progress in the months ahead, according to E. J. Kulas, president of the Otis Steel Company and the Midland Steel Products Company.

"The shrinkage in security values does not mean that the real wealth of the nation has declined correspondingly," said Mr. Kulas in a statement on the outlook. "Actually, industry was never in so secure a position, with plants in good shape, cash resources large and inventories moderate.

"A good many lines, including iron and steel and automobiles, will round out 1929 with new annual records. This is probable in spite of the current breathing spell which was to have been expected, following a period of such high-pitched activities.

"I expect to see a healthy recovery in automobile production a little later, with the bringing out of new models and the preparation for spring demands in 1930. Because of present curtailment of output, stocks of cars should not be excessive at the close of 1929."

EXIDE SECURITIES CORP. FORMED IN PHILADELPHIA

Philadelphia, Nov. 11.—Formation of the Exide Securities Corporation has been virtually completed by the election as Exide directors of John R. Williams, president of the Electric Storage Battery Company, and N. F. Brady, Joseph E. Widener, Robert K. Cassatt and K. B. Schley of the same company's directorate. Mr. Brady was elected chairman of the board, Mr. Widener president, Mr. Cassatt vice-president and Walter G. Henderson treasurer.

PINES WINTERFRONT ENJOYS BEST QUARTER IN HISTORY

Chicago, Nov. 11.—J. F. Raleigh, president of the Pines Winterfront Company, reports that the three months ended October 31, the second quarter of the current fiscal year, was the largest any three-month period in the company's history.

COMING EVENTS

OCTOBER

29-Nov. 22—**Tokio, Japan.** World Engineering Congress.

NOVEMBER

7-16—**London, England.** Truck show.
9-16—**Chicago.** Automobile Salon at Hotel Drake.
11-14—**Chicago.** National Tire Dealers' Association Convention and Trade Exhibition at Sherman Hotel.
11-16—**Detroit, Mich.** National Standard Parts Association Show and Convention.
12-15—**Toronto, Canada.** Society of Automotive Engineers' Transportation meeting.
14-24—**Paris, France.** Truck show
19-20—**Chicago.** National Association of Finance Companies' Sixth Annual Meeting and Financing Conference at Congress Hotel.

DECEMBER

1- 2—**Tacoma, Wash.** Motor Coach Association convention.
1- 7—**New York.** Automobile Salon at Hotel Commodore.
3- 5—**Chicago, Ill.** American Petroleum Institute, tenth annual meeting at Hotel Stevens.
4- 6—**Omaha, Neb.** Independent Oil Men's Association Convention at Parbon Hotel.
7-18—**Brussels, Belgium.** Automobile show.

JANUARY

1-18—**Milwaukee, Wis.** Automobile show.
4-11—**New York.** National Automobile Show.
8-11—**Flint, Mich.** Automobile show.
9- —**New York.** Society of Automotive Engineers' Annual Dinner.
11-18—**Atlantic City, N. J.** American Roadbuilders' Association Convention.
11-18—**Philadelphia, Pa.** Automobile show.
11-18—**Buffalo, N. Y.** Automobile Dealers Association Show, 174th Regiment Armory.
11-18—**Newark, N. J.** Automobile Trade Association Annual Show.
12-18—**Cincinnati, O.** Automobile show.
18-25—**Baltimore, Md.** Automobile show.
18-25—**Harrisburg, Pa.** Annual Automobile Show of the Harrisburg Automotive Trade Association.
18-25—**Hartford, Conn.** Automobile show.
18-25—**Pittsburgh, Pa.** Automobile show at Motor Square Garden.
18-26—**Boston, Mass.** Annual Automobile Show.
21-24—**Detroit, Mich.** Society of Automotive Engineers' Annual Meeting.
25-Feb. 1—**Chicago.** National Automobile Show.
25-Feb. 1—**Cleveland, O.** Show at Public Auditorium, auspices of Cleveland Automobile Manufacturers and Dealers' Association.
27-28—**Chicago.** National Automobile Dealers' Association Convention.
29-31—**Cleveland, O.** Ohio Association of Commercial Haulers' Convention.

The A. D. N. Analyst Looks Them Over

WARCHEL CORPORATION

IT is easy enough to pick out the large corporations in the automotive industry, or any other industry, that have definitely "arrived." But it is a harder job to select the smaller companies that have bigger futures ahead of them.

One of the best methods, perhaps, in selecting promising smaller units in the industry is to study the personnel of the list of officers and directors to discover big men of the industry who may be associated with them.

In looking over the make-up of the Warchel Corporation of Chicago, the name of Vincent Bendix is discovered on the board of directors. This indicates that Mr. Bendix has a substantial interest in this concern and Mr. Bendix is a big and successful man in the automotive industry. His connection with a company would, to most people, indicate strong financial backing, an important factor in the prospect for any concern. Success is in the habit of associating with success.

The Warchel Corporation was incorporated in January of the current year for the purpose of acquiring the entire stocks of the Ward-Love Pump Corporation, the J. H. Channon Corporation and the Elite Manufacturing Company.

The three companies that went into the making of Warchel had three years of earnings expansion behind them before they were assembled together under one name. The aggregate net income of these three companies had increased from $130,070 in 1926 to approximately $200,000 in 1928. The actual earnings of the companies for all of 1928 are not available, but the net for the first eleven months amounted to $187,636. The net income in 1927 amounted to $145,866.

The net sales have shown a good gain in the past three years. In 1926 the total reported was $1,386,202, and this was increased to $1,530,474 in 1927. The sales in the first eleven months of 1928 amounted to $1,478,799. Total income in 1928 was $211,643, in 1927, $169,772 and $145,000 in 1926.

The plants of the company are located at Ashland, O., and at Rockford, Ill. At the Ashland plant a complete line of garage and automobile service equipment is manufactured and at Rockford the company makes products for the Crane Company of Chicako, including domestic waten systems.

The capitalization of the company consists of 50,000 shares of no par convertible preferred stock, paying an annual dividend of $2.50, of which 30,000 shares are outstanding, and 125,000 shares of no par common, of which 50,000 shares are outstanding. Fifty thousand shares of the common stock are being reserved for conversion of the preferred stock and 2,000 for sale to employees. The company has no funded debt. The stock is listed on the New York Curb Exchange and the Chicago Stock Exchange.

The preferred stock is preferred as to assets and the $2.50 dividend. It is entitled to $35 a share in the event of involuntary liquidation and $40 in voluntary. It is redeemable at $40 and is convertible into common stock, share for share. Thirty thousand units of the company's stock, each unit consisting of one share of preferred and one-half a share of common, were offered to the public in January of this year at $41 a unit. The book value of the common stock as of November 30, 1928, was $8.63 a share.

Following is the latest balance available for this company. It is as of November 30, 1928, and gives effect to the incorporation of the Elite Manufacturing Company and to the formation and financing of the Warchel Corporation:—

ASSETS	
Land, buildings, equipment, etc. (net)	$871,912
Patents	17,389
Goodwill	1
Investments	2,319
Deferred charges	9,723
Current Assets	
Cash	86,667
Cash surrender value life insurance	19,126
Notes receivable	9,288
Accounts receivable (less reserve)	164,008
Inventories	445,882
Materials in transit	5,947
Total current assets	$730,918
Total assets	$1,632,262
LIABILITIES	
Capital stock and surplus	$1,484,146
Real estate purchase contract	22,500
Reserve for organization expense	15,000
Current Liabilities	
Accounts payable	58,897
Accruals (including Federal income tax)	51,719
Total current liabilities	$110,616
Total liabilities	$1,632,262

TAKE YOUR MIND OFF THOSE BEARINGS!

MANUFACTURERS—YOUR CARS WILL LAST
DEALERS—YOUR CUSTOMERS WILL BE ENTHUSIASTIC
FLEET OWNERS—YOUR COST WILL BE LOW
WITH

Myers MAGAZINE OILING System

Softens Riding
Eases Steering
Silences Parts
No Driver Attention

Central System for pass. cars. Pressure filled for trucks-buses.

New low cost designs

CHASSIS LUBRICATING COMPANY,
Rahway, N. J.

GOULD ALLEN CAPITOL BUILDING DETROIT

Stocks Return Yields Ranging Up to 13%

G. M. COMMON PAYS 7%; NASH 11.8%

Many Other Issues Sell To Give Investors Around 10%

By CONRAD ALEXANDER

NEW YORK, Nov. 11.—Some of the leading dividend paying common stocks of passenger car, accessory and tire manufacturing companies are, as a result of the recent drastic decline in the stock market, selling at prices at which they yield up to 13 per cent. annually on the investment.

Some of the stocks of the outstanding companies of the industry are selling at levels at which they pay 7 to 10 per cent., with the dividends apparently certain to be continued at their present rates.

General Motors, for instance, at the closing price last week of $43, was selling to yield 7 per cent. And no one doubts the ability of this corporation to continue its present $3 dividend. In fact it has already paid 30 cents a share extra this year and it is understood it will pay another 30 cents extra this month.

Studebaker, with an excellent dividend record behind it and the $5 necessary already more than earned this year, pays 10.9 per cent. at the last week's closing price of $46.

Nash, recognized as one of the best of all the motor stocks as to stability of earnings, would yield 11.8 per cent. on the closing price of $51.25 for last week.

Chrysler, with earnings running several times the $3 dividend, closed at 33, giving those who purchased at that price 9.1 per cent. on their investment.

Hudson is another strong motor stock and it was yielding 10.4 per cent. at last week's closing price of $47.50.

Mack Trucks, Inc., with an excellent record of earnings this year that will bring the per share earnings to above $9, closed the week at $70.50 a share. It pays $6 dividend, returning 8.5 per cent. at that price.

Both Goodyear and Goodrich closed at prices returning above 7 per cent., as did Electric Auto-Lite, one of the leading accessory and equipment issues.

Following is a list of some of the automotive stocks, showing the last week's closing prices, the dividend and the yield:—

	Price	Dividend	P. C. Yield
General Motors	43	*3.00	7.0
Studebaker	46	5.00	10.9
Nash	51¼	6.00	11.8
Chrysler	33	3.00	9.1
Hudson	47½	5.00	10.4
Marmon	29	4.00	13.8
Hupp	22¾	*2.00	8.7
Packard	17½	.30	1.8
Willys-Overland	10⅝	*1.20	10.8
Franklin	25	2.00	8.0
Mack Trucks	70½	6.00	8.5
White Motor	33	2.00	6.1
Federal	8⅛	.80	8.6
Continental Motors	9	.80	8.8
Bendix	34½	2.00	5.7
Borg-Warner	34	4.00	11.8
Electric Auto-Lite	80	6.00	7.5
Kelsey-Hayes	23¼	2.00	8.7
Eaton Axle	31	3.00	9.7
Murray	22¾	*3.00	13.0
Stewart-Warner	41¼	3.50	8.5
Goodrich	52	4.00	7.7
Goodyear	70½	5.00	7.1

Last week was another bad session for the motor shares. They sank to new low levels of the year, with all of the leading issues finishing the week with losses.

The average price for the sixty representative stocks used by the Automotive Daily News dropped 3.72 points, from 38.72 to 35. The passenger car group was off from 40.47 to 37.11, a drop of 3.36, while the accessories sagged from 42.07 to 37.48, for a loss of 4.59. The rubbers sold off from 43.79 to 41.33, and the trucks from 23.58 to 19.43, for declines of 2.37 and 4.15, respectively. It was the fourth consecutive week in which the motor stock averages had dropped.

The situation now, as far as it affects the motor stocks, is a matter of confidence in 1930. While there are evidences of reduced production for next year, it is expected that prices will be raised slightly, giving the companies better margins of profit. The most encouraging factor is that in practically all cases the companies could sustain declines in earnings and still more than cover their dividend requirements by good margins.

There are many automobile stocks selling at bargain prices at present, as has been pointed out by executives of several companies. Prices have sagged in many cases in sympathy with the rest of the stock market and not because of the weakness of the particular companies. With the general market collapse coming at the time of year when automobile production was at its lowest, it was only natural that many of the motor stocks should be carried to levels below their actual worth.

AUTOMOTIVE DAILY NEWS STOCK PRICE AVERAGES

	Oct. 31	Nov. 8	Net Chge.
60 Automotives	38.72	35.00	—3.72
20 Passenger cars	40.47	37.11	—3.36
20 Accessories	42.07	37.48	—4.59
10 Rubbers	43.70	41.33	—2.37
10 Trucks	23.58	19.43	—4.15
ACTIVE STOCKS			
General Motors	48	43	—5
Packard	20½	17½	—3
Chrysler	39	33	—6
Hudson	54⅝	47½	—7⅛
Nash	60⅞	51¼	—9⅝
Studebaker	52¾	46	—6¾
Mack	78¾	70½	—8¼
Goodrich	56	52	—4

BRIGGS MANUFACTURING EARNS $1.65 PER SHARE

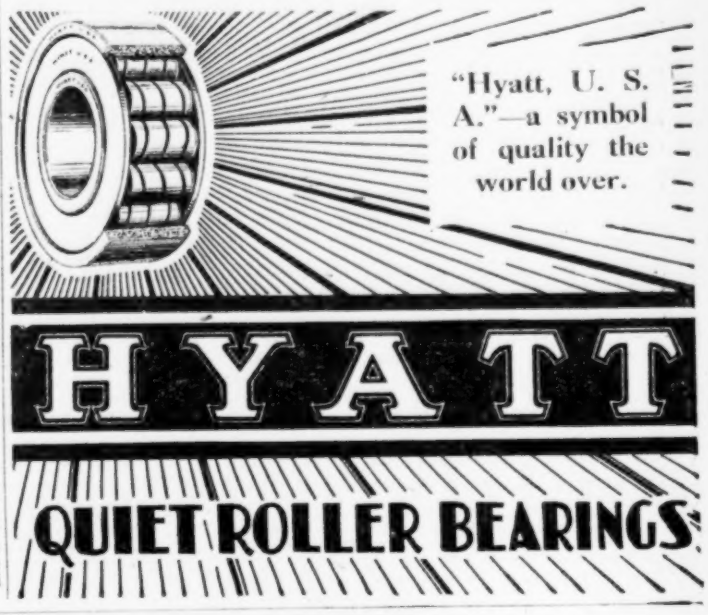
Detroit, Nov. 11.—The Briggs Manufacturing Company reports for the quarter ended September 30, 1929, a net profit of $887,724 after depreciation, Federal taxes, etc., equivalent to 44 cents a share on 2,003,225 no-par shares of stock. This compares with $1,018,130, or 51 cents a share, in preceding quarter, and $1,900,096, or 95 cents a share, in third quarter of 1928.

Net profit for the first nine months of 1929 was $3,310,421 after above charges, equal to $1.65 a share on 2,003,225 shares, against $3,953,650, or $1.97 a share, in the first nine months of previous year.

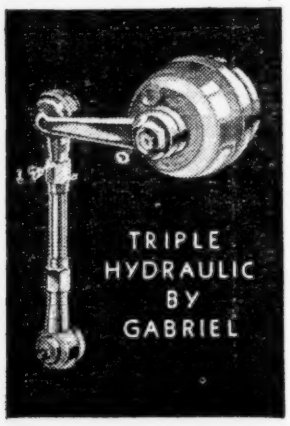
TWO FINANCE COMPANIES ORGANIZED IN NEBRASKA

Lincoln, Neb., Nov. 11.—Two finance companies were incorporated in Nebraska last week, the Auto-Re-Finance Corporation of Crete, Neb., having an authorized capital of $25,000 and being headed by Guy Cogswell and George W. France. The Great Western Finance corporation of Omaha has an authorized capital stock of $25,000 and its incorporators are K. G. Harvey, Felix W. Scudder and John L. Barton.

Jonesboro, Ark., Nov. 11 (UTPS).—The General Motors Service Company has been opened here for repairs and replacement of parts in General Motors products. W. B. Lacey of Tupelo, Miss., will be in charge of the store that has just been opened.



THE RIDE OF 1930 IS THE "FLOATING RIDE"



The year of 1930 will see better automobiles—in every price class—than have ever taken the road before. They will have softer springs, finer bodies, more powerful engines. They will be driven over better roads, and at higher speeds.

And because Gabriel engineers have produced, in the Triple-Hydraulic Shock Absorber, an entirely new kind of spring control, these cars can give their owners the thrill of 1930 riding comfort, as well.

The new Gabriels offer these points of definite superiority:

Easy adjustment to any weight or size of car, or any owner's wish.

Ball-joint connections, running in graphite bronze bearings—silent, long-lasting.

Absolutely no leakage, either through the gaskets or through the metal itself.

Attractive design and chromium-plated finish.

The stamina of fine steels and sturdy construction—built to outlast the car itself.

Flexibility of control that allows the car-springs full, normal play when traveling over ordinary roads and at ordinary driving speeds—yet on hard bumps and at high speeds cushions the down-thrust and slows the recoil to a smooth, gliding rise and fall—the true FLOATING RIDE.

Gabriel's thorough engineering methods, applied to Triple-Hydraulic Shock Absorbers, have made possible the finest ride ever given the modern automobile. And we find that car-owners, whether they have ridden on Gabriels ten minutes or ten months, are ready to back us in that statement. Gabriel, 1407 East 40th Street, Cleveland, Ohio.

Here is Gabriel's Guarantee to Car Owners

The performance of Gabriel Triple-Hydraulics is unconditionally guaranteed by both the manufacturer and the distributor. Have a set installed. Ride on them, over any roads you choose, for thirty days. If you do not find that they give the finest ride in your experience, bring them back and your money will be refunded.

GABRIEL TRIPLE-HYDRAULIC SHOCK ABSORBERS

One Hundred Dollars the Set of Four Installed

N. S. P. A. Exhibit Offers Many New Devices

DETROIT, Nov. 11.—A surprising number of new parts and parts servicing devices are being shown here today at the opening of the annual exhibition of the National Standard Parts Association at Convention Hall.

An outstanding feature of the exhibit in addition to the number of parts that are being offered for the aviation industry, is the offering of standard parts for the automobile replacement field.

Parts manufacturers have kept perfect pace with the latest developments in the auotmobile manufacturing industry and many of the parts which heretofore were available only from the car makers or as initial installation are now being duplicated by independent manufacturers for the replacement field.

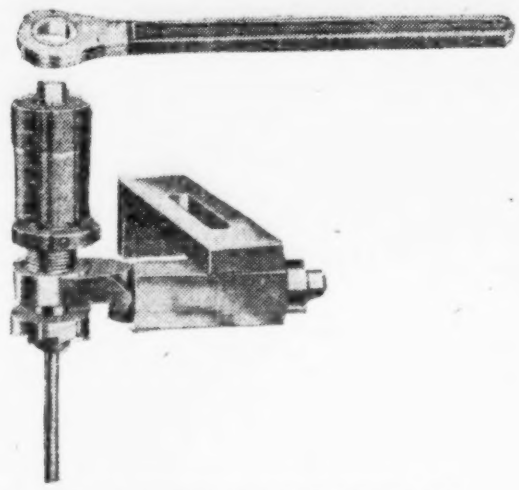
Marked improvement is seen in the offerings of molded brake lining, which this year are being offered both in package form and also in rolls. This latter form has proved an advantage to service men, as it enables them to service a greater number of cars with molded brake linings with a considerable reduction in stock on hand.

Replacement valve springs have been given greater attention, due to the higher speed engines of today. These products are now being offered in package form to fit various makes of cars. Service equipment has shown a great deal of improvement and many new devices for saving time and labor are on display.

Interesting new parts and service machinery, in addition to those previously described in the Automotive Daily News, are as follows:

Lempco Products, Inc., Bedford, O., is exhibiting this year its lines of gun alloy brake drums, pressed steel brake drums, axle and drive shafts and worm gears. The brand new item which this organization is showing is a brake drum and sprocket set, especially designed for Mack trucks and buses. This company will distribute some new literature at the show, catalogs on pressed steel brake drums for passenger cars, on gun alloy brake drums for buses, trucks and taxicabs and one on axle and drive shafts. A new numerical price list will also be issued on Lempco axle and drive shafts, conveniently arranged with a cross index showing all the various types and models of buses, trucks, taxicabs and passenger cars that each axle will fit.

The Inserted Valve Seat and Tool Company, Detroit, is showing its complete line of Wasco valve seats and tools, including the Senior and Junior models. Various improvements have been made in the line designed to increase efficiency. The new Wasco Senior now has an extra long spindle bearing and is self-aligning through a ball and socket joint of new design—installing the insert positively true to the valve stem guide. It is bigger and more efficient, easier to operate, will service any make of motor regardless of valve arrangement. The feed screw is equipped with a ball thrust bearing affording greater ease of operation. The sturdy depth gauge is foolproof and accurate. The automatic feed with its constant pressure on the cutter speeds up the operation by 50 per cent. with surprising ease of operation. This tool can be operated by hand, power drill or drill press, as you prefer. Wasco Senior model uses the Wasco cutter of eight to sixteen teeth, machined on an angle which gives a shearing instead of scraping action and does not chatter, and is one of the fastest cutters. No adjustments are necessary, eliminating all possibility of cutting too large or too small a hole.



WASCO INSERTED VALVE SEAT TOOL

National Standard Company, Niles, Mich., is showing the Standard Hy-Power balloon tire hydraulic jack for passenger automobiles. The jack is featured by its compact and sturdy construction. It is claimed to be the only hydraulic dolly jack jack on the market that can be conveniently wheeled over a curb. The makers state that it is exceptionally closely machined so that it will give smooth efficient operation. With this jack the load can be raised with either a short or a long stroke of the handle. The load is lowered by engaging the release lever on the handle, and while holding the release lever in engagement by raising the handle slightly the load goes down gradually and smoothly.

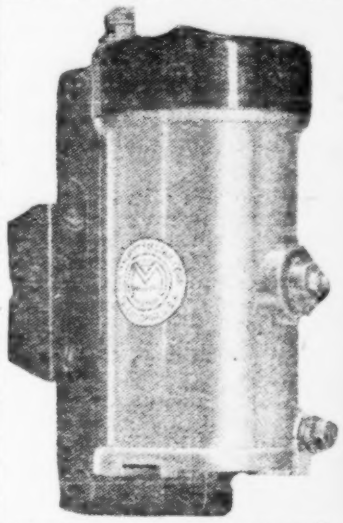
By holding the release lever in engagement and pressing downward on the handle, the large wheels are raised off the floor, pivoting the jack on the caster wheels, and thus the cap may be easily placed under the rear axle. The jack may be wheeled over a curb in the same manner.

SPECIFICATIONS

Wheelbase	24½ in.
Width	16 in.
Length over all (including handle)	72 in.
Height, Lowered	5½ in.
Height, Raised	15¾ in.
Weight, Steel Wheels	147 lbs.
Weight, Rubber Tires	155 lbs.
Capacity	Suitable for any passenger car.

United States Asbestos Company, Manheim, Pa., is showing two new items, namely the Gray-Rock flexible moulded brake lining in rolls and new U. S. Asbestos moulded brake lining, which is moulded and cut to fit specified brake systems. The latter item is offered in attractive boxed sets. Gray-Rock flexible moulded brake lining in rolls, however, is being featured at the exhibit because of its adaptibility to the replacement field for internal expanding brakes. A few rolls of this lining are said to be sufficient to service the majority of cars. The company is also to feature a number of new sales helps that have been developed during the year.

The Mallory Electric Corporation, Toledo, Ohio, is exhibiting at the N. S. P. A. show its regular line of ignition coils and condensers, including the Mallory automobile Coil, which was first shown last year at the N. S. P. A. show. The present model has undergone considerable development and improvement, though its appearance is unchanged from that of last year. It is stated that the changes made in the Mallory automatic coil have had as their object the production of an even hotter spark for starting purposes. The fundamental advantage claimed



Mallory Improved Automatic Coil

(Continued on Page 7)

Approved by Authority!

Ideal for
Internal and
External
Brakes

Nonscor

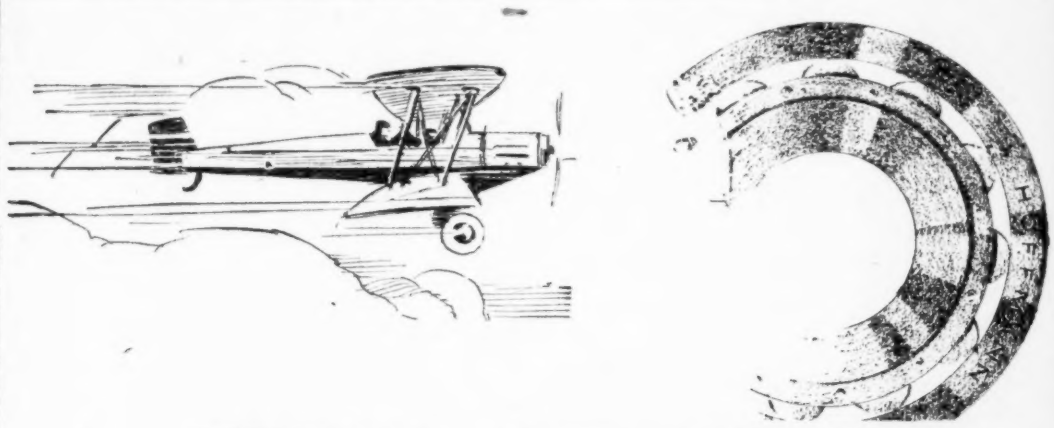
FLEXIBLE
BRAKE LINING

One of the country's largest car manufacturers has recently adopted Nonscor for leading cars of its line! A prominent Jobber sold 20,000 feet the first month—with excellent repeat business. And he's only one of many—the exclusive Nonscor feature is going big everywhere. The interwoven soft metal helps to smooth and polish drums—giving better brake contact—uniform coefficient of friction under all conditions—cuts noise.

Jobbers and Dealers find new savings and better profits in Nonscor—enables complete adjustment at installation—no follow-up service necessary—simplifies stocking problem. We'll be glad to tell you more—see Nonscor at the Fort Shelby Hotel, Rooms 1683-1685.

Manufactured by

UNION ASBESTOS & RUBBER CO.
54th Avenue & 18th Street - - Cicero, Ill.



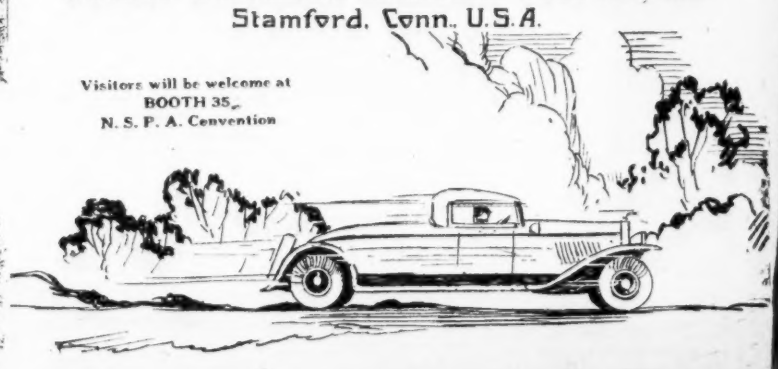
NORMA-HOFFMANN
PRECISION BEARINGS

In the full range of sizes, in Light, Medium and Heavy Series.

—"the difference in service is so much greater than the few cents in price."

NORMA-HOFFMANN BEARINGS CORPORATION
Stamford, Conn., U.S.A.

Visitors will be welcome at
BOOTH 35,
N. S. P. A. Convention



Parts Keep Pace With Industry's Demand

Aurora Cylinder Head Gasket Storage Rack

(Continued from Page 6)

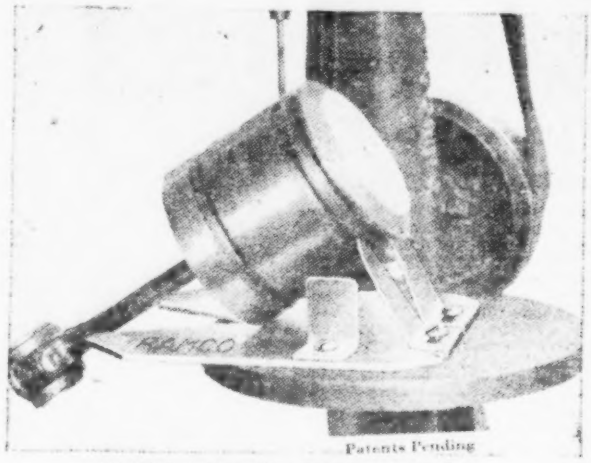
for this coil is that it serves the purpose of two coils, one for starting and one for running. It is claimed that with the Mallory the engine will start as soon as the starting motor turns the engine over a few times, whereas with an ordinary coil designed to operate from higher primary voltage, it is necessary to keep the starting motor engaged for a longer period of time.

Aurora Equipment Company, Aurora, Ill., is showing a series of suggestions for storage of jobber stocks. While no radical changes have been made in its line of metal shelving, there are a number of new adaptations, improvements and developments. A popular unit being shown is designed for the storage of cylinder head gaskets, which is said to have met with real demand, due to the increased use of eight-cylinder in-line engines, using larger head gaskets, which require more careful storage.

Accurate Parts Manufacturing Company, Cleveland, O., is featuring "A-Newset" packaged replacement valve springs. These sets are put up in attractive packages with one complete set to each carton. They are composed of springs especially designed and selected to fit the par-

ticular car for which they are labeled. This unit is being shown in addition to the regular line of valve springs, locks and keys, clutch plates and facings, connecting rod bolts and nuts, connecting rod clamp screws, starter drive replacement parts, universal joint disc bolts, nuts and washers, inner rings and so forth, manufactured by the company.

Ramsey Accessories Manufacturing Corporation, St. Louis, Mo., is showing its complete line of Ramco compression, oil and inner rings and is also featuring the Ramco piston ring compressor and piston jig. The piston jig is designed for shop use to facilitate boring extra oil drain holes in the lower edge of the oil groove. The jig will accommodate any size piston and a V base permits drilling the piston with the rod attached.



RAMCO Piston Jig, Showing Operation

The Mayhew Steel Products, Inc., Shelburne Falls, Mass., is exhibiting its considerable line of small tools, Fyr-Hed chisels, punches, screwdrivers, etc. A new item in this line which is being presented in Convention Hall is the Mayhew steel rule, which is designed to give a conveniently operated measuring device, combining flexibility of a steel tape-line with the rigidity of a yardstick. This rule may be used in ordinary straight linear work or in curves and circumference measuring with equal ease. The new Mayhew steel rule is compactly contained in a dustproof, closed, highly polished nickel-plated case, just a little larger than a pocket watch. The rule strip is seventy-two inches long and is graduated in sixteenths. The rule may be manually extended or automatically ejected from its case. The rules retail for $2.50.

Vancouver, B. C., Nov. 11.—Home Oil Distributors, Ltd., has invested a further $84,000 in the service station business on Vancouver Island, with the opening of four new stations there, and the awarding of contract for a fifth. The new stations are located at Victoria, Nanaime, Duncan and Courtenay, B. C. The Victoria station is of the superservice type. The stations at Duncan, Nanaime ad Courtenay are also equipped with facilities for superservice work, but are built so that there is also an automobile showroom and large mechanical repair garage.

MoToVoX

CAPITAL-IZING A - - - - SUCCESS - - - -

THE "OUT-IN-FRONT"

Another MOTO METER Product

THE big successes in the automotive field are never merely the result of "forced draft." They are those items that are so outstandingly good, that so fully meet a definite need, that the "word of mouth" campaign of car-owner to car-owner, dealer to dealer, jobber to jobber, puts them across almost over night. Such a success is the MOTOVOX, the Moto Meter horn. So overwhelming has been the favorable reception accorded this creation of the Moto Meter Gauge and Equipment Corporation, that we are now going to give it the support that will permit jobbers and dealers everywhere to cash in NOW on this popular demand.

Our big Saturday Evening Post campaign running steadily every month in the year, starts with the issue of November 9th. The trade paper campaign (in colors) is being doubled. Ample supplies of sales literature, catalogue sheets, window posters, display stands are available. Get aboard for the big drive!

MotoVox display and demonstrating stand with supply of sales literature

Write today for full particulars

MOTO METER GAUGE & EQUIPMENT CORPORATION

TOLEDO, OHIO — LONG ISLAND CITY, N. Y. — LA CROSSE, WIS.

OTHER PLANTS AT CANADA ENGLAND FRANCE GERMANY AUSTRALIA

Automobile Panels; Automobile Horns; Automobile Equipment; Distant Type Thermometers; Industrial Thermometers; Recording Thermometers; Gauges for Steam, Vacuum, Altitude, Oxy-Welding, Air Pressure and Oil Pressure; Gasoline Tank Gauges; Electric Heat Measuring Gauges; Electric Temperature Gauges; Ammeters; Aviation Instruments; Marine Instruments; Tire Testers; Spark Plugs; Bakelite Parts

DISTRIBUTION
SHOP EQUIPMENT
REPLACEMENTS

WHOLESALE

MERCHANDISING
ACCESSORIES
EQUIPMENT

N. S. P. A. JOBBER IN JERSEY BUILDS GOOD WILL

MAINTAINS BRANCH STORES AND SHOPS

Aids Dealers, Garages In Getting Maintenance Work

By CHARLES S. ZACK

NEWARK, N. J., Nov. 11.—A. L. Treitman, president of the American Motor Specialties Company, trading as AMSCO, has probably aided the entire jobbing industry in his territory through his methods of creating in the minds of the motoring public preventive maintenance consciousness, but at the same time has built up considerable good will in dealer trade, which has brought in considerable business over the firm's counter.

One of Treitman's methods has been to advertise in local papers, especially in territories in which he maintains branch stores, suggesting that car owners take their cars to the nearest garage or service station for a complete check on greasing, brake adjusting, wheel aligning, etc. The name of his concern does not appear in the ads, therefore other dealers than those trading with him are benefited, but in the long run Treitman's concern does not lose.

Treitman's methods have a little more behind them than just getting the business that doesn't go to the other jobber. He has a definite idea and that is that the parts jobber and specialty jobber will exist only so long as automobiles are sold in the quantities that have marked the industry's business in the past few years.

"My main reason," says Treitman, who by the way is a member of the National Standard Parts Association, "is to keep the car owner satisfied by using the necessary precautions. So long as a car is functioning properly people are satisfied, but the minute a car starts misbehaving they get disgusted and start knocking the maker, the dealer, the service man, and all along the line, and they pass it along to their friends who change their minds about buying a new car."

Four years ago the American Motor Specialties Company opened its machine shop. It started installing machinery, until at present it is fully equipped to do all the work on an automobile or motor with the exception of electrical equipment work. This shop was started with one man and one machine turning and grinding pistons. In the main shop there are eleven machinists while each of the company's two branches has two machinists.

The machine shop work includes regrinding and reboring pistons to size, pins fitted, piston rods lined up and inspected by superintendent before leaving shop, relining bands, installing steel fly wheel bands, complete motor rebuilding, rebush steering knuckles, ties, rods, bolts fitted, rebush water pump and shafts. The concern sells replacement parts and tools and handles only the nationally advertised lines, such as Timken, New Departure, Hyatt Thompson, AC, etc., stressing the point that its replacements are made by the same concerns that make the original equipment for the automobiles.

Treitman has always been a strong advocate of car dealers reconditioning cars instead of disposing of them as is. He believes that by putting the cars in good running order, by replacing rings and pins and relining brakes and adjusting steering apparatus, all safety necessities, they will be giving the buyer a satisfaction of purchase that will result in continued business.

He points out that some dealers only recondition cars of their own make, because they haven't the equipment to do the work on the "foreign" car, and says that they can always have that work done by specialty jobbers with machine shops, no matter where the dealer may be located.

The growth of the AMSCO machine shop in its four years of existence has been so rapid that a month ago the shop was moved to the second floor, where there is triple the space occupied in the old quarters.

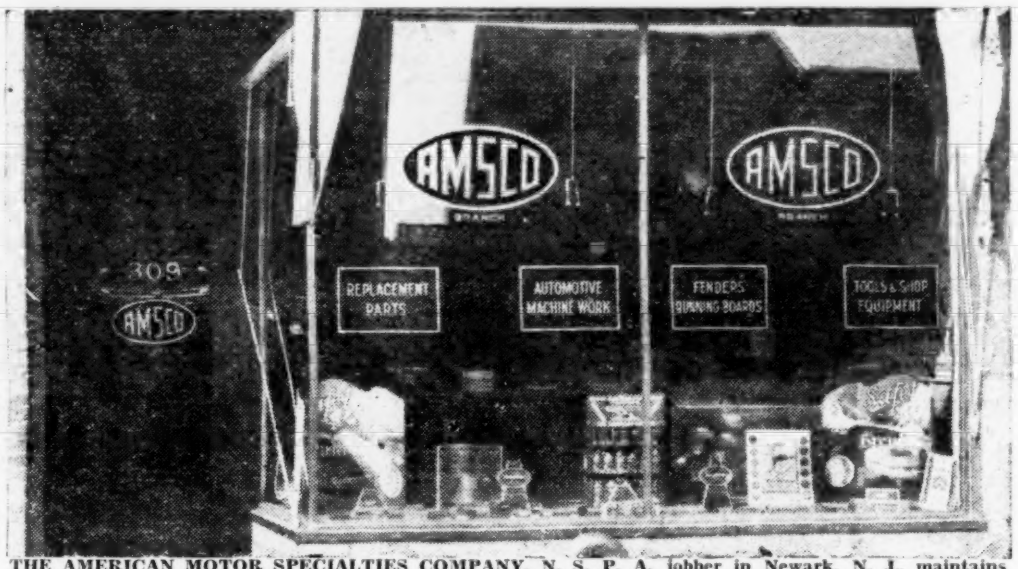
To make it easier for dealers, service stations and garages the company has started an expansion program of opening branches in communities in its territory. These branches, two of which have already been opened, one at Elizabeth and the other at Orange, are fully stocked and have complete machine shops, although smaller than that operated at headquarters. This dealer co-operation has increased business to a great extent and it is planned to add branches as rapidly as conditions warrant.

The fiscal year for the American Motor Specialties Company ended on October 1 and President Treitman says that it was the peak year in the ten years the concern has been doing business.

Collections are fair, with some improvement noted in the last quarter, but they are not as yet on a satisfactory basis, according to Treitman.

The firm travels six salesmen and uses three trucks and a motorcycle sidecar for deliveries.

Branches Bring Jobber Nearer His Market



THE AMERICAN MOTOR SPECIALTIES COMPANY, N. S. P. A. jobber in Newark, N. J., maintains stocks of parts and machine shops in Orange and Elizabeth, two nearby cities in its territory, bringing its complete facilities right to the door of its trade. The branch in the upper picture is located in Orange, while that in the lower picture is in Elizabeth

LOCATED IN THE HEART of the wholesale automotive district of Newark, N. J., is the headquarters of the American Motor Specialties Company, pictured above. The counter is on the ground floor, with offices in the balcony. On the second floor is the machine shop, while the third floor is devoted to storage

N. S. P. A. Adds 24 Names To Membership Roster; Jobbers in Majority

DETROIT, Nov. 11.—Twenty-four new names were added to the roster of the National Standard Parts Association at a meeting of the executive committee, held at Detroit headquarters, 1210 Eaton Tower.

The new membership is divided as follows: Thirteen jobbers, three associate jobbers and eight manufacturers. This gives the association a total of 440 members, divided as follows: Jobbers, 234; manufacturers, 204. The members just added are:

Manufacturers—Adams Grease Gun Corporation, New York; Arco Company, Cleveland; Bates Wohlert Company, Lansing; Berger Manufacturing Company, Canton; Duro Metal Products Company, Chicago; Rogers Products Company, Inc., Jersey City, N. J.; John T. Stanley Company, Inc., New York; Trimont Manufacturing Company, Roxbury, Mass.

Jobbers—Air-Land Motor Parts Company, Greensburg, Pa.; Auto Equipment Company, Indianapolis; Auto Parts Company, Inc., Ann Arbor, Mich.; Auto Parts and Machine Company, Warren, O.; H. M. Bahls Hardware Company, Lafayette, Ind.; Eastern Auto Parts Company, Malden, Mass.; Eveready Automotive Corporation, Port Richmond, N. Y.; Everett Avenue Auto Parts Company, Chelsea, Mass.; Falls City Auto Supply Company, Falls City, Neb.; Jenkins Automotive Parts Service, Inc., Columbia, S. C.; the Patterson Parts Company, Cincinnati, O.; Joseph Strauss Company, Buffalo, N. Y.; Siferd-Hossellman & Co., Lima, O.

Associate Jobbers—Arpic, Antwerp, Belgium; John Chambers & Son, Ltd., Auckland, New Zealand; Will L. Smith, Inc., Buenos Aires, Argentina.

WHAT EVERY
SERVICE STATION
NEEDS

No. 16 "Zero-Tester"

Tests
Alcohol-Prestone-Glycerine
Radiator Solutions
All with one instrument

The "ZERO-TESTER" combines a hydrometer-thermometer and correction tables for testing alcohol-prestone or glycerine.

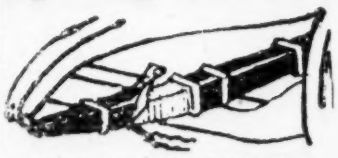
EASY TO READ
SIMPLE TO OPERATE

PRICE $2.00
TO THE SERVICE STATION

ASK THE MAN THAT OWNS A "ZERO-TESTER"
or
HAVE YOUR JOBBER show you this big DOUBLE BARREL KING OF ALL TESTERS

Manufactured by
the makers of the famous
"BREAK-NOT" BATTERY TESTER
E. EDELMANN & CO.
Chicago, U. S. A.
NO OTHER FREEZE TESTER IS JUST AS GOOD

Jeavons
Spring Covers



OLDEST MANUFACTURED
ANY STYLE OR MATERIAL
QUALITY HIGHEST—
PRICES REASONABLE
Easiest to Install. Liberal Discount
THE JEAVONS COMPANY,
Fremont, Ohio

N. T. D. A. Convention and Show Draw 2,000 Delegates

(Continued from Page 1)

poration, Findlay, O. An open discussion on "Batteries and Service" followed.

Tonight there was an armistice night party in the Bal Tabarin Night Club of Hotel Sherman.

At the opening of tomorrow's session, over which Col. Eva will preside, auditing, resolutions, constitutions and by-laws, merger, nominating and special committees will be appointed. Then will follow an address by J. F. Finley, president Finley-Turner Tire and Service Company, Inc., Little Rock, Ark., on the subject of operating a tire and vulcanizing department efficiently and general methods of developing a master service station.

Other speakers tomorrow morning will be R. K. Flanagan, Globe Manufacturing Company, Battle Creek, Mich.; H. H. Low, president 478 Tire Company, Dayton, O., and Jerry Tyler, general sales manager, Tyler Sales Fixture Company, Muskegon Heights, Mich.

In the afternoon tomorrow S. B. Harper will preside and the following will address the convention: Floyd A. Allen, assistant to the president of General Motors Corporation, on "Trends and Policies in Modern Business"; T. Graham, A. M. O'Leary Company, Chicago, on "Modern Brake Service"; U. S. Grant, president of the U. S. Grant Auto Equipment Company, San Diego, Cal., and director of the N. T. D. A., on "Brake Service Mechanical Repair, Motor Lubrication, Washing and Polishing Departments"; Martin J. Barry, Hood Tires, Baltimore, and director N. T. D. A., on "The Value and Functions of the Used Merchandise Exchange Mart."

Other afternoon speakers will be George W. Benedict, Weaver Manufacturing Company, Springfield, Ill., and T. D. Kingsley, vice-president S. F. Bowser Manufacturing Company, Fort Wayne, Ind.

At the Wednesday morning session Martin J. Barry will preside and addresses will be made by Harry Moll, president, Harry Moll Tires, Inc., Denver, Colo., on "Making Profits Through Advertising My Business"; Gordon Lee, Oildraulic Lift Company, Memphis, Tenn.; D. T. Hicks, president, Hicks Rubber Company, Waco, Tex., on "How I Select and Train My Employees for My Retail Stores"; Fred Oberheu, president, United Motors Service and representative National Wheel and Rim Association, Detroit, Mich., and A. E. Fanagen, Motor Wheel Corporation, Lansing, Mich., on "Wheels and the Master Tire Dealers."

Col. Eva will preside Wednesday afternoon and will introduce J. A. MacMillan, president, Dayton Rubber Manufacturing Company, Dayton, O., who will speak on "A Message From a Tire Manufacturer." Then there will be a report on the merger committee and the code of ethics.

The annual banquet of the association is scheduled for Wednesday evening in the grand ballroom of the Hotel Sherman. Col. Eva will act as toastmaster and there will be an orchestra and a review, and as an extra attraction the Federal Male Chorus of the Federal Rubber Company, Cudahy, Wis.

Reports of committees will be heard on Thursday and officers nominated in the morning for the election in the afternoon.

REPORT REAL ECONOMIES IN TIRE SIMPLIFICATION

Special from A. D. N. Washington Bureau

Washington, Nov. 11.—A simplification program based on the present seventeen standard tire sizes, in the short life of the average automobile, which is estimated at approximately seven years, is expected to effect a worthwhile economy to automobile tire manufacturers and distributors, according to the division of simplified practice of the Department of Commerce which has maintained a close touch with the automotive tire industry in the last five years.

Of the ninety-six new car models for 1929, seventy-four carried standard size tires. All but seven of the new models brought out this year can be serviced from the approved list. Reviewing tire equipment on new models for the years 1926 to 1929, twelve sizes specified in 1927 were not used in the previous year. In 1928 eight new models carried only twenty-two sizes, of which five were new. This year eight new sizes were specified, six of which were included in the approved list.

GOLDEN RIVET DRIVEN IN ZRS-4 MASTER RING

Akron, O., Nov. 11.—Rear Admiral William A. Moffatt drove the golden rivet into the master ring of the ZRS-4, inaugurating its construction here Thursday. Previous to this ceremony, speeches were made by Paul W. Litchfield, president of the Goodyear-Zeppelin Corporation and the Goodyear Tire and Rubber Company; Rear Admiral Moffett, Dr. Karl Arnstein, designer of the navy ships, and J. B. Huber, chairman of the aeronautics committee of the Akron Chamber of Commerce.

Aviation Daily News

CONTINENTAL OIL'S AIR SQUADRON IN NEBRASKA

Lincoln, Neb., Nov. 11.—The Continental Oil Company's "flying sales squadron," which is making a 7,500-mile trip in the Travel Air plane, Conoco 2, to visit all the company's divisional headquarters, arrived here today, carrying J. E. Moorehead, sales promotion manager; Frank Moore, special representative; G. K. Ludwig, marketing engineer, and Ray C. Shrader, chief of aviation sales division.

The Continental officials expect to complete the journey in eighteen days, holding eighteen sales meetings in as many divisional headquarters of the company. The purpose of the trip is to introduce a new motor oil o Conoco sales force prior to its introduction to the public.

PLANS GROUND CLASS

Cleveland, Nov. 11.—A new Curtiss-Wright flying school ground class will be established at Case School of Applied Science in conjunction with Cleveland College this winter, Louis G. Meister, vice-president and general manager of Curtiss interests here, announced.

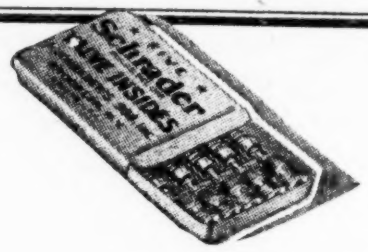
NOORDUYN IN CANADA FOR WINTER ACTIVITIES

New Castle, Del., Nov. 11.—R. B. C. Noorduyn, of Bellanca Aircraft Corporation, New Castle, Delaware, is at present at the offices of Bellanca Aircraft of Canada, Regd., at Montreal. The purpose of Mr. Noorduyn's visit is to consolidate the activities of the company in the Canadian field and to lay plans for the winter season.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Would you read every word of this short message

to avoid having one flat tire?



LET'S go—

The thing that holds the air in your tires is a small article called a "valve core," or "valve inside."

The best ones that are made cost you only a few cents apiece, less than thirty cents for a box of five. The poorest ones that can be made cost you just about the same. It's a cinch you can't save much shopping for a valve core.

Valve cores cost so little, they are so insignificant in size and price, that many motorists think "Schrader makes them all" and *assume* they are getting Schrader Valve Cores when they buy, especially if they see a red box.

But Schrader doesn't make them all. Schrader makes a valve core that does not leak and does not slowly, steadily, go to pieces on a hot tire. To protect yourself, you *must* take one second of your time in buying to look carefully at the small metal box and *be sure it's a Schrader.*

If you want to buy a valve core that we didn't make—FINE! Go right ahead. But if you want to replace with *new* Schraders the Schrader Cores the tire maker put in your tubes, then, for your own good as well as ours, LOOK when you buy. It takes one second to be sure.

Remember that with Schraders you are safe. They are used in 85% of all tubes made in this country. So why not save yourself possible trouble and insist on genuine Schrader Products always? It's worth it.

Schrader

Makers of Pneumatic Valves Since 1844

Tire Valves ▲ ▲ Tire Gauges

The motoring public is reading this advertising message in leading National Magazines

An Opportunity to Secure A Sales Franchise for CURTISS-WRIGHT Aviation Products

The Curtiss-Wright Corporation invites applications from automotive dealer organizations for appointment as sales agents for AIRPLANES produced by the Corporation and the following subsidiary companies:

TRAVEL AIR COMPANY
MOTH AIRCRAFT CORPORATION
CURTISS-ROBERTSON AIRPLANE MANUFACTURING COMPANY
LOENING AERONAUTICAL ENGINEERING CORPORATION
CURTISS AEROPLANE & MOTOR COMPANY
KEYSTONE AIRCRAFT CORPORATION

By reason of the prominent standing of the Curtiss-Wright Group, second to none in the industry in engineering, manufacturing and financial resources, the desirability of these sales franchises will be fully recognized. They afford an opportunity to high class sales and distributing organizations, especially those with automotive experience, to enter into the sale of aviation products under the most favorable circumstances.

The market for Curtiss-Wright products is firmly established, with annual sales amounting to many millions of dollars. Curtiss-Wright service organizations cover the country and will be a bulwark of strength to the local sales organizations. An advertising program of greatly increased scope and other means of effective promotion now under way will insure continued progress in Curtiss-Wright sales during the coming year.

Address inquiries to

DEPARTMENT 1-A, SALES DIVISION
CURTISS-WRIGHT CORPORATION
27 WEST 57TH STREET, NEW YORK

N. S. P. A. Convention and Show Open in Detroit

(Continued from Page 1)

of long addresses he called upon the members present to tell briefly how the year had gone and how the parts business looked for 1930. Without exception the members sounded a note of optimism, though they looked squarely at difficulties that must be considered in any honest analysis of the present situation in the jobbing field. There was a unanimous agreement that business prospects in the parts business is brighter today that it ever has been in the past.

Many of the delegates had planned to come to Detroit by airplane. Unfortunately the weather conditions were so bad that most of these intending flyers reverted to the reliable old railway.

At 2.30 o'clock tomorrow the association will hold its first general meeting, and President W. E. McIlroy will deliver his address of welcome to start the business of the convention on its way.

Convention Hall has been given a futuristic background for the present exhibition. This motif fits in well with the machinistic character of the exhibit booths. Among the decorations are the flags of ten countries, representing the ten nations which are represented in the membership of the N. S. P. A.

While registration is not entirely completed, Robert S. McFee, secretary of the association, had some interesting things to say about the far-reaching appeal of this N. S. P. A. exhibition. "This show is the biggest affair of its kind," said Mr. McFee, "and draws automotive parts manufacturers, jobbers, dealers, fleet owners, service station men, garage men, garage owners and repair men from all over this country and from some foreign lands.

"Few people," he continued, "realize the size of the industry which is necessary to keep Mr. Car Owner's automobile in good running condition. For instance, car owners last year paid in labor alone for service repairs around $1,250,000,000, and at the same time footed the bills for parts to the tune of about a billion dollars. Reducing this to the individual car owner, he paid last year, according to the American Motorists' Association, an average of $47 for his service labor, $41 for replacement parts or a total of $88 for service and parts. This may give some idea of the size of the industry of which this show is a representative part."

LA FRANCE-REPUBLIC ADDS 1-TON TRUCK

(Continued from Page 1)

movable head and removable cylinder block.

Displacement—185 cubic inch.

S. A. E. Rating—19.8 horse power.

Actual—58 horse power at 3,000 r. p. m.

Lubrication—Force feed; oil capacity, 6 quarts.

Electrical Equipment — Starter, generator, battery, horn, head, tail and dash lamps.

Ignition—Battery spark, manual control.

Wheelbase—132 inches.

Turning Radius—24 feet.

Final Ration—First, 36.09 to 1; second, 18.63 to 1; third, 10.19 to 1; fourth, 5.86 to 1; rev., 42.48 to 1.

Front Axle—Drop forged I-beam section, Columbia; road clearance, 8¾ inch.

Rear Axle—Bevel gear; semi-floating, Columbia; ratio 5.86 to 1 standard; road clearance, 10 inch.

Springs—Semi-elliptic silico manganese steel; front 38 inches long, 2 inches wide, 8 leaves; rear 52½ inches long, 2½ inches wide, 11 leaves.

Brakes Service—Hydraulic four wheel internal expanding, completely inclosed.

Frame—Pressed steel.

Diminsions—Depth of channel, 6 inches; width of flange, 2 inches; stock, 3/16 inches.

Cooling—Centrifugal water pump. Water capacity, 12 quarts approximately.

Clutch—Dry disk type.—B. & B.

Transmission—Four speeds.

Brakes Emergency—On drive shaft at transmission. External contracting.

Tires—5.50 x 20, balloon pneumatice front tires and 32 x 6 truck type pneumatic rear tires.

Chassis weight approximately 3,100 pounds.

Toledo, Nov. 11.—Employment at fifty-one major plants, mainly automotive, totaled 25,037 workers in week ended November 8, a decrease of 1,652 from preceding week and comparing with 34,392 in same week of 1928.

IOWA DEALERS ELECT MILLSAP PRESIDENT

Sioux City, Ia., Nov. 11.—L. M. Millsap of Cedar Rapids was elected president of the Iowa Automotive Merchants Association at the closing session of the eleventh annual convention of the association here.

Other officers chosen were: Ryal Miller of Sioux City, vice-president; Walter Ferrell of Des Moines, re-elected secretary-manager; George Duffield of Des Moines, treasurer. The following were chosen to file vacancies on the board of directors: Robert Barr of Cherokee, A. Matheson of Ames, E. C. Ryan of Creston, H. H. Clingman of Ottumwa and L. H. Ayer of Keokuk.

RICE FINDS BIG ROAD PROGRAM IN SO. AMERICA

New York, Nov. 11.—Road building has become a major activity in the countries of South America, according to H. H. Rice on his return from an extended trip through the countries of the southern continent as a member of the United States delegation to the second Pan-American Highway Congress, held in Rio de Janeiro, speaking at the directors' meeting of the National Automobile Chamber of Commerce in New York. Alvan Macauley, president of the organization, presided.

Wherever the delegation went Mr. Rice reported, they found substantial evidence of the rapidly growing interest in highway transport in the form of increasing number of vehicles and of gangs working on roads.

SALON AT CHICAGO HAS SALES RECORD

(Continued from Page 1)

entirely absent among these aristocrats of the automobile world.

Derham is showing one novel job on a Duesenberg sedan chassis, consisting of plaited tapestry velour combined with leather insets.

The accessory makers offer several novelties. Pierce-Arrow and Stutz, among others, provide a shield which can be snapped down in front of the driver's seat, to protect his vision in driving against glaring lights.

The Le Baron exhibit includes three of their bodies on the new Packard 745-C chassis, built especially for custom bodies—two town cars and a sedan. The Franklin custom line includes coach work by Dietrich. The models include a convertible speedster, a Deauville sedan and a transformable town car.

Twelve body types are shown on the Lincoln chassis made by seven of the country's leading coach builders. The Pierce-Arrow chassis bear seven distinguished examples of craftsmanship.

WORLD TRADE HIGHER THAN BEFORE THE WAR

New York, Nov. 11.—World trade in the last three years has reached a pace of average annual increase even slightly higher than that during the pre-war years from 1900 to 1913, and export trade in 1928 was valued at almost $1,000,000,000 over that of 1927 at current money values, according to the fourth annual Armistice Day accounting of international trade issued today by the National Foreign Trade Council. The advance of the world foreign trade since 1925 has been 15 per cent., or at an annual rate of 5 per cent., while that in the thirteen years before the war was at a rate slightly below 5 per cent. a year.

Obituary Notes

CHARLES H. RICHARDSON

Paterson, N. J., Nov. 11.—Charles H. Richardson, manufacturer of automobile springs, died at his home, 265 Brown Ave., Prospect Park, from a heart attack. He was 55 years old.

PETER C. COLE

Chicago, Nov. 11.—Peter C. Cole, 43, president of the Cole Battery Corporation, died at St. Luke's Hospital of apoplexy. He was stricken at his office, 2437 Indiana Ave. Mr. Cole came here from Grand Rapids, Mich., twenty years ago. He is survived by his widow and one son, Robert P. Cole.

N. E. DELEGATION VISITS DEPARTMENT OF COMMERCE

Washington, Nov. 11.—A delegation of New England business executives, among them representatives of the tire industry, Friday completed a two-day visit in Washington for the purpose of becoming acquainted with the work of the Department of Commerce. They were received by Secretary of Commerce Lamont, and short talks were given by Dr. Julius Klein, assistant director of the Bureau of Foreign and Domestic Commerce; E. G. Holt, chief of the rubber division; Hugh D. Butler, manager of the district office at Boston, and other officials.

NEWMARK SALES HEAD OF UNIVERSAL GEAR SHIFT

New York, Nov. 11.—J. H. Newmark, Inc., advertising agency here, specializing in automotive accounts, has secured the business of the Universal Gear Shift Corporation. This corporation has patented and perfected a vacuum gear shifting device which does away with the transmission hand lever, and makes gear shifting easy by finger tip control on the steering wheel.

Mr. Newmark will direct both the sales and advertising of the new product. Newspapers, automotive trade papers and direct-by-mail will be used.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Don't run around in circles

. . . choosing a line of piston rings!

It is rather foolish, now isn't it—to stock several makes of piston rings in order to get a complete line—when BURD offers you that very thing in its full line of four super rings: Plain Turned, Oil Guard, Plain Ventilated, and Triple Service? Each Burd ring is precision-made from the gray iron to the finished product in our own plant. Accuracy guides every step. Inquire about a Burd contract today. FREE: New Piston Ring Directory. Write for your copy now.

BURD HIGH COMPRESSION RING CO.
Rockford, Illinois

The BURD *line is complete!*

BURD
PISTON RINGS

Installation QUICK AND EASY....

Liberal Dealer Margin!

CLEAN, ODORLESS HOT WATER HEAT

You can install a HaDees Hot Water Car Heater in from 30 minutes to 1½ hours. The liberal dealer margin, together with the sensational popularity of this revolutionary car heater, makes it important that you get in touch with your distributor today for full information.

LIBERTY FOUNDRIES CO.,
Rockford, Illinois

HāDees Car Heater

What would it mean in a territory just like yours?

Would you be interested in knowing what it would mean in dollars and cents of net annual profit to have the Oakland-Pontiac Double-Profit Franchise in your locality?

Oakland can tell you *exactly* what it would mean—and show you why the most conservative estimate of this profit will place it far above the return offered by any ordinary motor car franchise.

Such an advantage, for example, as the sales rights to the Pontiac Big Six—one of the most outstandingly popular cars in the entire automotive field—an acknowledged leader in the great field of low priced sixes—constitutes in itself an assurance of steady, profitable business.

But this franchise brings you likewise the sales rights to the Oakland All-American Six—America's finest medium priced automobile—thus opening the way to profit among another great group of car owners.

And further still, it offers the profit to be derived from servicing thousands of Oakland-Pontiac Sixes already in use.

Add to this the carefully planned, efficient cooperation which Oakland-Pontiac dealers receive from the factory—used car cooperation—advertising cooperation—service cooperation—the financial aid of the General Motors Acceptance Corporation—and the many other forms of dealer help employed by Oakland and General Motors—and you have some idea of all that this franchise offers.

If there is an opening in your vicinity, Oakland will gladly tell you about it and show you just what it will mean to you to secure this franchise. Complete and accurate profit figures from territories just like yours will be furnished without obligation. Write to Department G at the factory.

OAKLAND MOTOR CAR CO., PONTIAC, MICH.

OAKLAND-PONTIAC
Double-Profit
Franchise

The MOTOR CAR INDUSTRY

America's Greatest and One of the Soundest

THE automotive industry is as much a part of America as the ground upon which we walk. Countless millions are vitally concerned with its daily progress. They are engaged in the extraction of raw materials from the earth; in the fabrication of metals, woods, and textiles; in the production and assembly of automobiles and their component parts. Many vast allied enterprises are dependent upon the motor car for their corporate existence.

The automotive industry belongs to America. Millions of dollars' worth of its securities repose in strong boxes throughout the nation. A comparatively small percentage changing hands day by day upon various stock exchanges, may fluctuate in price. However, the great majority, safely held, represents a value as fundamentally sound as our national existence—a value that will appreciate as long as America continues to be the leading industrial nation of the world—a value that always will rise above gossip, rumor and hysteria.

The automobile represents the highest unit cost of any article purchased by the American family. It has the most intensive usage and the highest rate of depreciation. The replacement market alone absorbs a yearly production of between two and a half and three million new cars, which is a profitable volume of business. In addition, an ever growing export trade and a constantly increasing domestic demand based on family requirements automatically create a tremendous total of new car production.

The automotive industry was the first to apply scientific management to its operations. It was the first to successfully employ mass production methods. Because of these two factors it set the pace for a hundred other industries in raising the individual's earning power, and at the same time permitted American manufacturers to market successfully their products in foreign countries despite lower wage scale competition.

Then there is the romance of the industry. It sprang from its swaddling clothes almost overnight and through its own earnings, its own vitality and its own stability it has grown until today it is the world's greatest industry. The financial statements of its leaders read like the statements of a great bank, because of their strong cash position and huge resources. The last published figures show a combined cash balance in bank of $677,189,218 with the small funded indebtedness of $71,639,700. Proof of its permanence lies in the record of past performance as indicated by the comparative figures of the leading motor car manufacturers shown below:

Manufacturer	Approximate Original Investment	Present Assets
Auburn Automobile Co.	$ 2,500	$ 18,052,423
Chrysler Motors, Inc.	56,259,940*	238,966,208
Durant Motors, Inc.	10,411,741	35,087,484
Ford Motor Company	28,000	688,909,348
H. H. Franklin Mfg. Co.	6,315,717*	12,882,747
Gardner Motor Co.	1,354,000*	2,440,991
General Motors Corp.	10,000,000	1,328,452,002
Graham-Paige Motors Corporation	5,000	37,546,188
Hudson Motor Car Co.	100,000	81,427,092
Hupp Motor Car Corp.	3,500	44,995,955
Jordan Motor Car Co.	200,000	3,042,194
Marmon Motor Car Co.	1,400,000*	11,753,882
Moon Motor Car Co.	1,082,465*	2,733,784
Nash Motors Co.	5,000,000	63,518,916
Packard Motor Car Co.	500,000	81,026,991
Peerless Motor Car Corp.	4,925,910*	8,823,292
Reo Motor Car Co.	500,000	35,276,639
Studebaker Corp.	27,931,600*	132,125,643
Stutz Motor Car Co. of America	375,000	6,342,105
Willys-Overland Co.	17,500	87,218,483

*The above figures were obtained from Cram's Automotive Reports, Inc. and other reliable sources and are believed to be accurate. Where omission of a manufacturer's name occurs, records are not available. *These are the first recorded figures of corporate financing. They do not represent the very small original investments.*

Therefore, the automotive industry is a healthy industry. It is inherently sound and stable. At no time in its history has it possessed greater values than today for the purchaser of an automobile as well as the investor in its securities. Transportation always has been the vital element in a nation's progress. It will continue to be. This is fundamental.

R. W. Judson
President

CONTINENTAL MOTORS CORPORATION
DETROIT MUSKEGON